

TOWN AND GOWN COMMITTEE MEETING

12:00pm TUESDAY – MAY 10, 2022
HAMPTON COUNCIL CHAMBERS

MINUTES

Call to Order

Chairman McKenna welcomed everyone and called the meeting to order at 12:05 p.m.

Roll Call

Chairman McKenna asked the Clerk to call the roll:

Members Present: Ann Bane, Tracy Ashley, Shay Claxton, Mark Crump, Dominique DeBose, Beth Dickens, Mary Fugere, Andrew Green, Eric Harrell, Robin McCormick, Bob McKenna, Darren Robinson, Dinelle Stalnaker, Raymond Tripp

Staff Present: Annette Oakley, Trace Hall

Guest: Carolene Goodwyn-Harris (Bryant & Stratton), Whitney Lester (Hampton Roads Workforce Council)

Approve April 12, 2022 Meeting Minutes

Chairman McKenna stated the draft minutes from the April 12, 2022 meeting were distributed for review, and if there were no changes, called for a motion to approve.

ACTION: Raymond Tripp made the motion to accept the minutes, and Ann Bane seconded. All in favor, minutes were approved.

Regional Internship Collaborative:

Chairman McKenna welcomed Whitney Lester, Senior Director of Talent Development, for the Hampton Roads Workforce Council (HRWC), who provided background of the organization and its programs, as well as an overview of the Regional Internship Collaborative. He provided the following highlights:

- The HRWC helps businesses find the talent they need.
- Has a 5013c Foundation attached to their organization, but they need resources to help do what they do.
- Newest division is the 'Talent Division', which has three pillars:
 - Development (talent)
 - Traction (more people)
 - Retention (keep talent)
- They have two Veteran employment centers.
- The HRWC wants to work more with college students and keep talent in the area after graduation.

- Jada Hall is the new director for Campus 757 (formerly Maegan Barnes).
- Their new website includes:
 - Resources to help students
 - Events calendar
 - Discounts/deals for students
 - Networking opportunities
- Summer 757 – A 10-week program where in-college interns get soft skill development, networking opportunities, mentors, Lunch & Learn sessions and coffee connections.
- 757 Regional Internship Collaborative, which is a marketplace hub for those seeking interns and internships, and they come together.
 - Wanted to create innovative internships, so they applied for, and received, a grant for the program.
 - Michelle Simmons is the new director of the program.
 - There are several sub-groups within the program:
 - Higher education
 - Marketing
 - Technology
 - Etc.
 - We need to assess what internships in Hampton Roads look like in the area and see what works/lessons learned/best practices.
 - Wants to market the program and create innovative approaches.

Question/Answer Opportunity:

- How could Bryant & Stratton use the resources?
 - ◇ It would be a single resource to meet all needs for the intern. Bryant & Stratton would work with students, then steers them to 757 (single resource). They are trying to get the word out for 757 Summer.
- Contact information for Jada Hall and Michelle Simmons?
 - ◇ Jada Hall – Referred to the Campus 757 website.
 - ◇ Michelle Simmons - He will provide his card and help make the connection with her.
- Is the program just for Workforce Development students?
 - ◇ It is top to bottom inclusion for all interested parties.
- Application process for Summer 757?
 - ◇ It is the basic process (starts June 6, for 10 weeks). The program will be a mix of in-person and virtual.
- Is there an opportunity for administrators to check out the program?
 - ◇ Absolutely! Encouraged those interested to talk with Jada Hall.
- Is program paid and unpaid?
 - ◇ They are seeing a trend moving away from unpaid internships. They will support either, but are advising employers to pay. They still need to develop a system/a science to work it out, but understand the limitations. Some may not be able to afford it, so they can possibly create scholarships or grant opportunity for funding.

- From an Economic Development aspect, what are the other partners? Why is this different Richmond, Washington DC, etc.?
- ◇ They want to connect to businesses, but it is just as important to connect to the region/area. Referred to Campus 757 website and stated Phase II will include, for example, moving guides and more focused on housing affordability, etc. He stated they want feedback and see what is missing.
- What small businesses are participating in the program? (Would be beneficial to help them set up an internship – a guide/checklist).
- ◇ It is still early, so not a lot at this point, but they believe in small businesses and intend to be there for them.

Chairman McKenna thanked Mr. Lester for his presentation.

Key Updates/Other Business:

- Marketing, INC – Robin McCormick gave the following updates:
 - Lighting City Hall for school graduations/school colors and Hampton University on Saturday. (More information will be on Enews).
 - Purple & Green – TNCC/VPCC (5/16)
 - Royal Blue & White – Bryant & Stratton (6/11)
 - Red & White – Hampton High School (6/16)
 - Blue & Gold – Phoebus High School (6/17)
 - Green & White – Kecoughtan High School (6/18)
 - Green & Gold – Bethel High School (6/19)

She mentioned this would also be done at the HRCC and VASSC.

- Conventions and Visitor Bureau – Mary Fugere gave the following updates:
 - Langley Speedway tickets are available, if anyone wants to do team building or a group outing, please let her know. The Skybox holds eighteen people. She also has general admission tickets as well.
 - New Harbour Tours coming, which will be a fully enclosed and climate-controlled boat. They will begin tours soon.
 - The Blackbeard Festival will be June 4th and 5th in Downtown Hampton.
 - The Hampton Virginia AquaPlex, on Coliseum Drive, will open around the end of the summer. It has a 15-meter pool, seating for 1500, programming pool, splash park, etc. There will be membership opportunities and guest passes. It will be managed by ESM and owned by the City. We can possibly schedule a future tour for the Town & Gown Committee.
- Phoebus Partnership – Dominique Debose provided the following updates:
 - Pride Fest will be held on June 18th from 12:00-6:00 on Mellen Street, with live music, beer/cider, vendors, etc.
 - Businesses will be participating in a storefront decorating contest.
- Bryant & Stratton – Eric Harrell reported on the following updates:
 - Graduation will be June 11th
 - May/Spring Start enrollment until Friday, May 13th
- Coliseum Central BID – Raymond Tripp reported the Bodacious Bazaar would be June 3-5 at the Hampton Roads Convention Center.
- Hampton City Schools – Ann Bane reported on the following:
 - Encouraged committee members to sign up for their email 'Extra', which includes all the HCS happenings.

- They are heading towards the end of the school year, with high school graduations on June 16th, 17th and 18th.
- TNCC (VPCC) – Tracy Ashley and Beth Dickens reported the following items:
 - Thomas Nelson Educational Foundation funded six new athletic teams, to include woman's volleyball and softball, and two men's teams (others TBD).
 - Looking at a Southeast Corridor Initiative – bringing educational opportunities back to the southeast center, which is Achievable Dreams. They held an Open House and are trying to reinvigorate the area – have students from that area take classes.
 - Graduation will be May 16th at Liberty Baptist Church.
 - On July 1, Thomas Nelson Community College becomes Virginia Peninsula Community College.
 - Summer registration is still open; 10-week classes start May 16th and 8-week classes start on May 23rd.
 - TNCC is partnering with Virginia Peninsula Chamber of Commerce on May 24th for the Peninsula Executive Leadership.
- Community Development – Darren Robinson reported Hampton's visioning event for the Community Plan would be June 6th at the Hampton Roads Convention Center. Encouraged all to participate and give input. He will provide information to the committee.
- Virginia Peninsula Chamber of Commerce - Chairman McKenna reported on the following:
 - 757 Vision – a series of virtual, free panel each month, that focuses on various issues. This month will be May 26th at 12:00 noon and the topic will be Soft Skills.
 - The State-of-the-Fort for Fort Monroe will be June 16th, which is a 3-part event – walking tour, theatre event and sponsored reception. (Businesses can be a sponsor – referred to website for more information). The event will be in partnership with the National Park Service (NPS).
 - LEAD Peninsula (leadership course) – taking applications now and there are 46 student opportunities. Application process closes soon.

Next Meeting: June 14, 2022 – City Council Chambers (The committee members decided to take summer break, therefore no July meeting).

Adjourn: Chairman McKenna thanked everyone for attending. There being no further business, he adjourned the meeting.